



WXYZ

ORDER

Print Date 09/07/12 Page 1 of 3

Flight Dates **09/17/12-09/24/12**

| | | | | | |
|------------------------------------|-----------------------------------|----------|---|-------------------------|-----------|
| <u>Contract / Revision</u> | 302832 | / | The People Should Decide Detroit | <u>Alt Order #</u> | |
| <u>Original Date / Revision</u> | | | <u>Agency Com</u> 15% | <u>Billing Type</u> | Cash |
| | 06/26/12 | 09/07/12 | <u>Billing Contact</u> | <u>Order Type</u> | GENERAL |
| <u>Advertiser</u> | The People Should Decide C | | | <u>Billing Cycle</u> | EOM/EOC |
| | | | 814 King Street - Suite 400 | <u>Billing Calendar</u> | BROADCAST |
| | | | Alexandria, VA 22314-3039 | <u>Demographic</u> | A25-54 |
| <u>Agency</u> | Smart Media Group | | | <u>Rev Codes</u> | POL POL |
| <u>Buying Contact</u> | | | <u>Sales Office</u> EWSDC | <u>Product Codes</u> | PL |
| 814 King Street - Suite 400 | | | <u>Sales Region</u> NAT | <u>Priority</u> | P-1 |
| Alexandria, VA 22314-3039 | | | <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

Primary Account Executive

www.yourteam.com
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |

| Order Share % | Market Value | |
|-------------------|--------------|--------|
| Competing Station | % of Order | Amount |
| CABLE | % | |
| UNKWN | 100% | |
| WADL | % | |
| WDIV | % | |
| WDWB | % | |
| WJBK | % | |
| WKBD | % | |
| WLPC | % | |
| WPXD | % | |
| WTVS | % | |
| WWJ | % | |

| Order Totals | | | | | Billing Plan | | | | |
|----------------|------------|--------------------|--------------------|-------------|--------------|----------|---------|-------------|--------------|
| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
| September 2012 | 51 | \$30,918.75 | \$36,375.00 | 0.00 | 08/27/12 | 09/23/12 | 51 | \$30,918.75 | \$36,375.00 |
| Totals | 51 | \$30,918.75 | \$36,375.00 | 0.00 | | | | | |



WXYZ

Print Date: 09/07/12

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Contract / Revision

302832

Flight Dates 09/17/12-09/24/12

Hiatus Dates

Original Date / Revision 06/26/12/ 09/07/12

Order Sep 00:20:00

Advertiser The People Should Decide Product The People Should Decide | Estimate # 917924

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----------------|------|----------|----------|--|-------|----------------|-----------|----------|-------|----------|-----|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | WXYZ | 09/17/12 | 09/20/12 | 12p Noon News 12n-1p | CM | 12-1pm M-F | 11- 1--- | :30 | 3 | \$450.00 | P-4 | 0.00 | NM | 3 | \$1,350.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | 11- 1--- | | 3 | | \$450.00 | | 0.00 | | | | | |
| N 5 | WXYZ | 09/17/12 | 09/21/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | 11111-- | :30 | 5 | \$350.00 | P-4 | 0.00 | NM | 5 | \$1,750.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | 11111-- | | 5 | | \$350.00 | | 0.00 | | | | | |
| N 6 | WXYZ | 09/17/12 | 09/21/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | 1- 1- 1-- | :30 | 3 | \$650.00 | P-4 | 0.00 | NM | 3 | \$1,950.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | 1- 1- 1-- | | 3 | | \$650.00 | | 0.00 | | | | | |
| N 7 | WXYZ | 09/17/12 | 09/21/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | 11111-- | :30 | 5 | \$650.00 | P-4 | 0.00 | NM | 5 | \$3,250.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | 11111-- | | 5 | | \$650.00 | | 0.00 | | | | | |
| N 8 | WXYZ | 09/22/12 | 09/22/12 | Action News SAT 6am Action News SAT 6am | CM | SAT 6-7am | -----S- | :30 | 1 | \$250.00 | P-4 | 0.00 | NM | 1 | \$250.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | -----S- | | 1 | | \$250.00 | | 0.00 | | | | | |
| N 9 | WXYZ | 09/22/12 | 09/22/12 | GMA SAT 7-8am GMA SAT 7-8am | CM | SAT 7-8am | -----S- | :30 | 1 | \$350.00 | P-4 | 0.00 | NM | 1 | \$350.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | -----S- | | 1 | | \$350.00 | | 0.00 | | | | | |
| N 10 | WXYZ | 09/22/12 | 09/22/12 | Action News SAT 8am Action News SAT 8am | CM | SAT 8-9am | -----S- | :30 | 1 | \$300.00 | P-4 | 0.00 | NM | 1 | \$300.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | -----S- | | 1 | | \$300.00 | | 0.00 | | | | | |
| N 12 | WXYZ | 09/23/12 | 09/23/12 | GMA SUN 7-8am GMA SUN 7-8am | CM | SUN 7-8am | -----S | :30 | 1 | \$325.00 | P-4 | 0.00 | NM | 1 | \$325.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | -----S | | 1 | | \$325.00 | | 0.00 | | | | | |
| N 13 | WXYZ | 09/23/12 | 09/23/12 | Action News SUN 8am Action News SUN 8am | CM | Sun 8-930am | -----S | :30 | 1 | \$300.00 | P-4 | 0.00 | NM | 1 | \$300.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | -----S | | 1 | | \$300.00 | | 0.00 | | | | | |
| N 14 | WXYZ | 09/17/12 | 09/20/12 | 5p News 5-6pm M-F | CM | 5-6pm M-F | 11- 1--- | :30 | 3 | \$800.00 | P-4 | 0.00 | NM | 3 | \$2,400.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | 11- 1--- | | 3 | | \$800.00 | | 0.00 | | | | | |
| N 15 | WXYZ | 09/17/12 | 09/19/12 | 6p News 6-630pm M-F | CM | 6-630pm M-F | 111---- | :30 | 3 | \$900.00 | P-4 | 0.00 | NM | 3 | \$2,700.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | 111---- | | 3 | | \$900.00 | | 0.00 | | | | | |
| N 16 | WXYZ | 09/18/12 | 09/21/12 | 7p News M-F 7-730p | CM | 7-730pm M-F | - 1- 11-- | :30 | 3 | \$900.00 | P-4 | 0.00 | NM | 3 | \$2,700.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | - 1- 11-- | | 3 | | \$900.00 | | 0.00 | | | | | |
| N 17 | WXYZ | 09/23/12 | 09/23/12 | Early News Su Su 6-630p | CM | 6-630pm Sun | -----S | :30 | 1 | \$700.00 | P-4 | 0.00 | NM | 1 | \$700.00 |
| | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 09/17/12 | | 09/23/12 | | -----S | | 1 | | \$700.00 | | 0.00 | | | | | |



WXYZ

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Contract / Revision**302832**Flight Dates**09/17/12-09/24/12**Hiatus DatesOriginal Date / Revision 06/26/12/ 09/07/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **917924**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | <u>Totals</u> | | |
|---------------|------|-------------------|-----------------|---|-------|------------------------|------------|-----|----------|-------------|------|---------------|------|---------------|--------------------|--|
| | | | | | | | | | | | | | | Spots | Amount | |
| N17 | WXYZ | 09/23/12 | 09/23/12 | Early News Su Su 6-630p | CM | 6-630pm Sun | -----S | :30 | 1 | \$700.00 | P-4 | 0.00 | NM | 1 | \$700.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | 1 | \$700.00 | | | 0.00 | | | | | | |
| N18 | WXYZ | 09/18/12 | 09/19/12 | M-F 1205a-105a Jimmy Kimmel Live | CM | 1205am-105am M- | 11----- | :30 | 2 | \$225.00 | P-4 | 0.00 | NM | 2 | \$450.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -11----- | | 2 | \$225.00 | | | 0.00 | | | | | | |
| N19 | WXYZ | 09/23/12 | 09/23/12 | Sports Update 1130-12n SU 1130p-12a | CM | 1130pm-12am | -----S | :30 | 1 | \$500.00 | P-4 | 0.00 | NM | 1 | \$500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | 1 | \$500.00 | | | 0.00 | | | | | | |
| N20 | WXYZ | 09/18/12 | 09/18/12 | Late News M-F 11pm Actn News M-F | CM | Late News M-F | -T----- | :30 | 1 | \$1,600.00 | P-4 | 0.00 | NM | 1 | \$1,600.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -T----- | | 1 | \$1,600.00 | | | 0.00 | | | | | | |
| N21 | WXYZ | 09/17/12 | 09/21/12 | M-F 1135p-1205a Nightline | CM | 1135pm-1205am M11111-- | :30 | 5 | \$700.00 | P-4 | 0.00 | NM | 5 | \$3,500.00 | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | 11111-- | | 5 | \$700.00 | | | 0.00 | | | | | | |
| N25 | WXYZ | 09/18/12 | 09/18/12 | Tuesday Prime C NY Med | CM | 10-11pm Tuesday | -T----- | :30 | 1 | \$2,400.00 | P-4 | 0.00 | NM | 1 | \$2,400.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -T----- | | 1 | \$2,400.00 | | | 0.00 | | | | | | |
| N26 | WXYZ | 09/20/12 | 09/20/12 | Thursday Prime C Rookie Blue | CM | 10-11pm Thursday | --T-- | :30 | 1 | \$2,500.00 | P-4 | 0.00 | NM | 1 | \$2,500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | --T-- | | 1 | \$2,500.00 | | | 0.00 | | | | | | |
| N27 | WXYZ | 09/22/12 | 09/22/12 | ABC Saturday Prime Sat Movie | CM | 8-11pm Saturday | -----S- | :30 | 1 | \$800.00 | P-4 | 0.00 | NM | 1 | \$800.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S- | | 1 | \$800.00 | | | 0.00 | | | | | | |
| N28 | WXYZ | 09/23/12 | 09/23/12 | ABC Sunday Prime Extreme Weight Loss | CM | 7-11pm Sunday | -----S | :30 | 1 | \$2,500.00 | P-4 | 0.00 | NM | 1 | \$2,500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | 1 | \$2,500.00 | | | 0.00 | | | | | | |
| Totals | | | | | | | | | | | | | | 51 | \$36,375.00 | |